

ETTRICK VILLAGE PLAN

**Adopted By The Chesterfield County
Board of Supervisors
May 8, 1991**

**Amended August 25, 1993
Amended August 25, 1999**

Prepared By:
Chesterfield County Planning Department

LIST OF PARTICIPANTS

BOARD OF SUPERVISORS:

Maurice B. Sullivan, Chairman
C.F. "Sonny" Currin, Jr., Vice-Chairman
Harry G. Daniel
Jesse J. Mayes
Geoffrey H. Applegate

PLANNING COMMISSION:

Arthur S. Warren, Chairman
J.E. Steven Perkins, Vice-Chairman
Carol H. Boisineau
Lawrence R. Belcher
Kelly E. Miller

ETTRICK ON THE MOVE

John Stackhouse, President
Sterling Hawkins, Vice President
Marion Vaughn
Doris Hamm
Roger Nunnally

VIRGINIA STATE UNIVERSITY

Dr. Wesley C. McClure, President
Dr. Vivian Howard, Assistant to the President

Note 1: On August 25, 1993 the Ettrick Village Plan was amended by the Chesterfield County Board of Supervisors. This amendment revised Map 2, now entitled "Ettrick Business Core," to show where special development standards apply. These standards were created to reflect the urban pattern of development and the historic character of the village. As part of the village districts portion of the County zoning ordinance, these standards modify requirements such as setbacks, buffers, landscaping and parking. As part of the effort, the County Transportation Department agreed to recognize the existing right-of-way along Chesterfield Avenue as the ultimate right-of-way. Two paragraphs in the original plan relating to the original Map 2 have been removed because of this amendment.

Note 2 On August 25, 1999 the Ettrick Village Plan was again amended by the Chesterfield County Board of Supervisors. This amendment changes the recommended land use to include single family residential uses along Chesterfield Avenue and in the surrounding area.

The following discussion of planning factors, goals, recommendations and implementation form the adopted *Ettrick Village Plan*.

I. PLANNING FACTORS

Existing conditions and current development patterns in Ettrick, as indicated in the Ettrick Village Plan Technical Report, influence future opportunities and indicate possible constraints. An awareness of these characteristics and how they relate to land use, public facilities, environmental features, aesthetics and the transportation network are essential when making decisions that will impact and shape the future environment. The following planning factors, which resulted from the existing conditions analysis, are considered to be an important step in formulating development goals and policies for Ettrick.

OPPORTUNITIES AND CONSTRAINTS

Land Use

- Single family residential development is the predominant existing land use in the village of Ettrick.
- Virginia State University (VSU) represents a significant land use in Ettrick. A Master Plan, adopted by the University, indicates the possibility of expanding the campus along Chesterfield Avenue and Boisseau Street.
- Office and commercial strip development is concentrated along Chesterfield Avenue from River Road to the Appomattox River. Pockets of office and strip commercial exist at the intersections of River Road with Chesterfield Avenue and River Road with Dupuy Road.
- The railroad station located on Laurel Avenue poses compatibility problems with the surrounding residential development.
- Few vacant infill lots exist along Chesterfield Avenue for future business development.

Public Facilities and Services

- In general, schools that service Ettrick will be able to accommodate future growth.
- Virginia State University, with a 4,000 plus student body, is located in the heart of Ettrick.
- The Matoaca/Ettrick Library, physically located in Matoaca, serves Ettrick residents.
- The Ettrick village satellite branch of the Chesterfield County Mental Health Department lacks the physical capacity to accommodate the numerous programs offered to Ettrick citizens.
- Ettrick consists of the smallest police reporting area for police coverage for any other geographical location in the Southern Planning Area as a whole.
- County public water and wastewater is provided to the Ettrick village area.
- Ettrick Park serves the active athletic needs of the community.
- The recently opened Ettrick Riverside Park is a scenic, recreation area suitable for picnicking and various passive sports; parking needs exist in relation to this park.
- Fire protection is provided by the Ettrick Fire Department and is well within meeting the service standard for fire protection delivery.
- Stormwater management practices are needed to eliminate drainage problems in the area.

Environmental

- The village of Ettrick is bounded by the Appomattox River and Old Town Creek, a tributary of the Appomattox River possessing environmentally sensitive wetlands and floodplains.
- The Chesapeake Bay Preservation Act will protect environmentally sensitive areas from possible impacts future development could have on water quality and wildlife habitats.

Aesthetics

- Ettrick lacks official gateways.
- The lack of trees and vegetation diminishes the aesthetics of the urban village.
- Ettrick lacks a village identity.

- Ettrick has experienced strip development over the years that has contributed to its noncohesive appearance.
- Some residential and non-residential structures in Ettrick are older and in need of facade improvements.

Transportation

- Recently completed road improvements have improved access and aesthetics relating to the northern entrance to Ettrick.

Demographics

- Ettrick has a significant elderly population coupled with a large college aged population.
- The majority of residential structures in Ettrick are owner-occupied.

DEVELOPMENT GOALS AND OBJECTIVES

The following goals were discussed by Ettrick citizens at various public meetings. These development issues relate to residential and commercial land uses, aesthetics and community image, public facilities and services, historic preservation, transportation and the natural environment.

These goals represent a basic guide for future development decisions. Each goal is followed by objectives which are specific accomplishments identified to achieve the goal.

Residential Land Use

Provide safe, clean neighborhoods and adequate housing to all Ettrick citizens.

Objectives

- Implement a housing survey to be undertaken by Chesterfield County.
- Improve code enforcement to ensure that all residential structures meet state code requirements.
- Initiate a housing rehabilitation program.

Commercial Land Use

Encourage commercial development along Chesterfield Avenue and River Road in Ettrick.

Objectives

- Undertake a market analysis study to determine the market for commercial development in Ettrick as well as to identify services and goods relating to the VSU consumer market.
- Develop a small business development strategy for Ettrick that will entice small businesses to the area.
- County staff should initiate and aid in the development of a Business/Property Owners' Association the purpose of which will be to offer direction in a commercial revitalization effort for Ettrick.

Aesthetics/Community Image

Enhance the aesthetic quality and image of Ettrick.

Objectives

- Identify the village gateways of Ettrick with attractive signage and effective landscaping.
- Improve the appearance of all public spaces through the planting of trees, the addition of street furniture and a facade improvement project for businesses along Chesterfield Avenue.
- Work to implement a beautification program for residential as well as commercial areas.
- Support code enforcement that will relieve the area of negative influences caused by deterioration.
- Work to buffer incompatible uses from residential neighborhoods.

Public Facilities and Services

Provide adequate facilities and services that will serve community needs conveniently, efficiently and economically.

Objectives

- Improve storm drainage problems as necessary.
- Provide for public facilities and services that are consistent with service standards outlined in the Chesterfield Plan for Public Facilities.

Parks and Recreation

Provide adequate recreational facilities to all Ettrick citizens.

Objectives

- Increase public awareness of area parks.
- Continue development of Ettrick Riverside Park; acquire a convenient site for parking.
- Identify floodplain areas along Old Town Creek for use as passive recreation areas as part of a Countywide linear park system.

Historic Preservation

Support historic preservation in the village of Ettrick.

Objectives

- Work to identify historically, architecturally, and archaeologically significant sites and structures.
- Work to protect these or other types of significant structures or sites with County, State and/or Federal Landmark Designation.
- Support identification of historic sites and structures through appropriate signage.

Transportation

Provide an adequate roadway system and supporting transportation facility to include pedestrian travel.

Objectives

- Improve pedestrian circulation via the construction of sidewalks where needed throughout the Village.
- Improve roadway capacity and safety as needed, when funding is available.

Natural Environment

Protect Ettrick's natural environment.

Objectives

- Comply with Chesapeake Bay Preservation Act to protect wetland areas.
- Preserve the existing natural vegetation and support the planting of trees in an effort to

protect air quality as well as to restrict noise pollution and non-point source water pollution.

Social

Promote a supportive human environment for Ettrick citizens.

Objectives

- Explore the need of a meeting place to be located in Ettrick for use by residents.
- Promote volunteerism amongst VSU students.

II. RECOMMENDED LAND USE PLAN

The recommended land use plan for Ettrick can serve as a guide to future development. The purpose of the plan is to provide for a logical progression of compatible land uses that preserve the quality of the existing and future residential neighborhoods. The recommended land use plan (see Map 1) depicts various land uses that will enhance Ettrick's village identity. As described below, these uses are based on a hierarchy of land uses that are limited to specific geographic locations based on their level of intensity. The various land uses that are identified in Ettrick include: residential, convenience commercial, neighborhood commercial, community commercial, light industrial, planned transition, parks, recreation and open space and public/semi-public.

Single Family Residential

The predominant land use recommended for Ettrick is single family detached residential which follows the existing development pattern (see Map 1). Approximately 300 acres of vacant land is recommended for single family residential development at 1.51-4.0 units per acre. Therefore, if this available acreage was developed at 1.51 units per acre approximately 453 additional housing units could be produced; development at 4.0 units per acre could result in approximately 1,200 additional housing units.

Other permitted uses in a residential district include churches, schools, libraries, parks, propagation of crops, and group care facilities. These uses are considered to be compatible with single family neighborhoods due to their residential orientation.

Multi-Family Residential

The plan (see Map 1) recommends additional multi-family housing adjacent to an existing apartment community, River Road Terrace Apartments. This site consists of approximately ten (10) acres of undeveloped land that may be suitable for a small apartment community. Due to limited acreage, it is recommended that any future apartment community not exceed a maximum density of seven (7) units per acre. To ensure a high quality development complimentary of Ettrick, special efforts to ensure that natural wooded areas, connecting sidewalks, limited parking areas, and appropriate scale landscaping and signage should be undertaken.

Convenience Commercial

The purpose of the convenience commercial land use is to provide services to the nearby neighborhoods that are compatible with the adjacent residential community. Permitted uses include: bakery good stores, banks, drug store, dry cleaners, florists, offices, restaurants, etc. Zoning Ordinance regulations limit the size, scale, square footage and acreage to ensure that each structure is compatible and has a minimal impact on adjacent residential neighborhoods.

As indicated on Map 1, two existing pockets of convenience commercial development are recommended for continued use. One site, located at Piedmont Avenue and Dupuy Road, has a boarded up convenience store that appears to have been vacant for some time. This site has redevelopment potential to provide convenience commercial services to the adjacent neighborhood. Another existing site appropriate for expanded convenience commercial is located at the northwest intersection of Woodpecker and Dupuy Roads.

Neighborhood Commercial











The purpose of the neighborhood commercial land use district is to permit neighborhood oriented retail services that serve a wider market than the smaller market oriented convenience commercial uses. Permitted uses in this land use category include clothing stores, restaurants, office supply stores, gift shops, etc. Several pockets of neighborhood type uses exist within the study area that are recommended for continued use; an antique shop exists north of River Road between Winfree Avenue and Allie Woods Drive; and a self-service gas station/convenience store exists at the intersection of Dupuy and River Roads (Map 1).

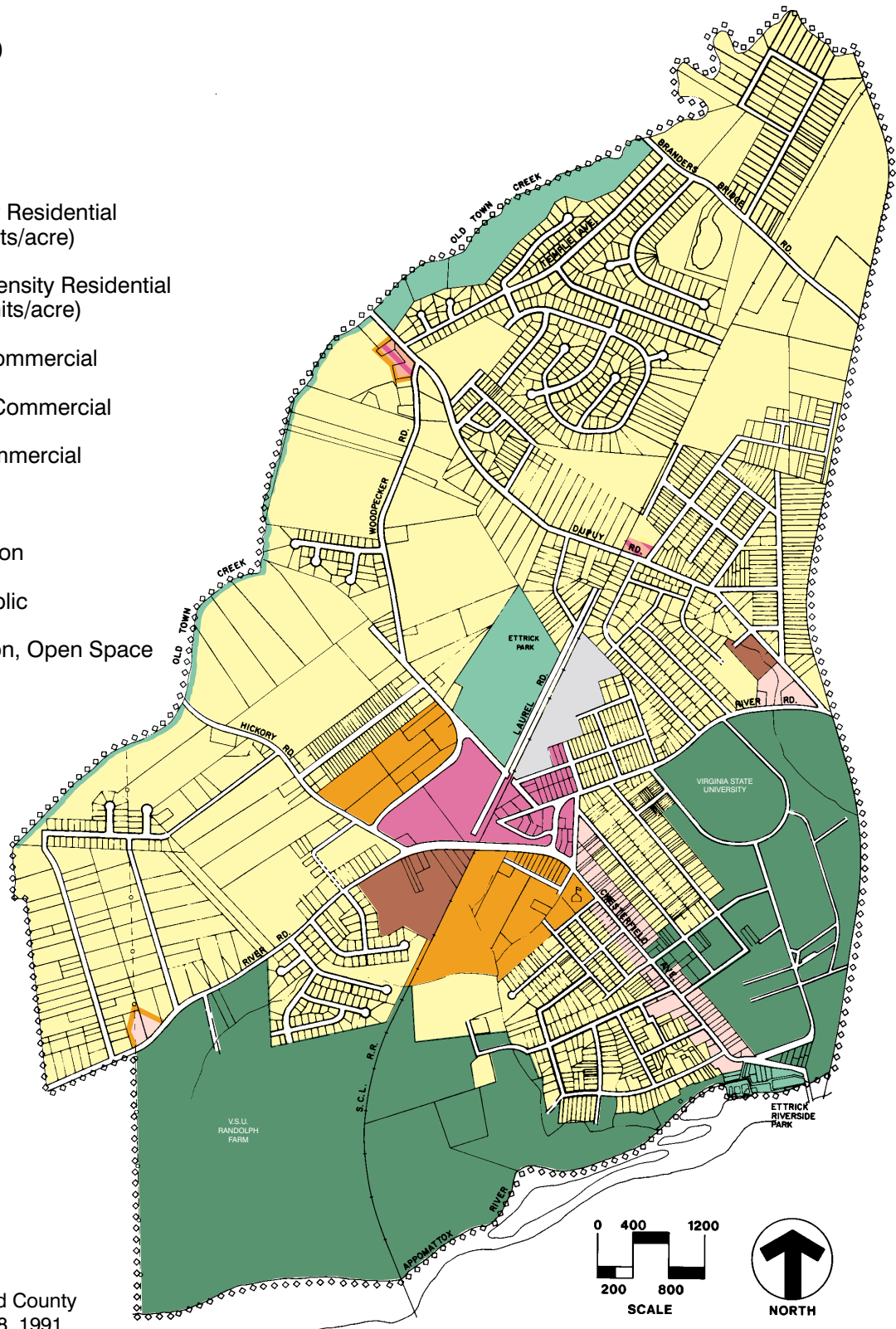
(Map 1)

ETTRICK VILLAGE

RECOMMENDED LAND USE

LEGEND

-  Medium Density Residential
(1.51 to 4.0 units/acre)
-  Medium/High Density Residential
(4.01 to 7.0 units/acre)
-  Convenience Commercial
-  Neighborhood Commercial
-  Community Commercial
-  Light Industrial
-  Planned Transition
-  Public/Semi-Public
-  Parks, Recreation, Open Space
-  Area Boundary



Adopted By the Chesterfield County
Board of Supervisors May 8, 1991
Last Updated: May, 2000

All boundaries are generalized at this
scale. Please verify boundaries and
scale distances with the Planning
Department.

The Plan recommends frontage parcels along the east and west side of Chesterfield Avenue from James Street extending south to the Appomattox River for neighborhood commercial use. It is important that this area be protected against the intrusion of intense uses that are incompatible with the recommended pattern of development and existing residential uses. This area, especially the southern end of Chesterfield Avenue, is appropriate for neighborhood uses that cater to VSU students and faculty. The intent behind designating Chesterfield Avenue as neighborhood commercial is to retain the area's residential quality by providing services to the local community that have residential and pedestrian orientation. Recognizing the existing development pattern, single family residential uses are also permitted uses in the Neighborhood Commercial Area surrounding Chesterfield Avenue.

Community Commercial

The purpose of this district is to permit community scale commercial development which serves community wide trade areas such as a shopping center, mixed use projects containing commercial, office and residential townhouse and multi-family uses. The majority of current businesses such as an automobile sales dealership, supermarket, bank, florist and Laundromat are permissible uses in this district. The area could be expanded to include such other uses as service stations, fast food restaurants, shopping centers and/or theater.

The catalyst for Ettrick's commercial revitalization effort, the development of this area will provide a positive influence for the commercial area along Chesterfield Avenue. This area has many locational benefits that would be advantageous to the above mentioned retail uses. Utilized and frequented more by automobile travel rather than pedestrian travel, the road network will have a significant influence on the area's economic success.

Special design standards need to be implemented and adhered to that will ensure the construction of aesthetically pleasing quality developments and to ensure that future businesses limit impervious surfaces for aesthetic reasons; incorporate landscaping within the site design; and to ensure that the design of new structures are compatible with the village "flavor" that is appropriate for Ettrick.

The Community Commercial Area east of the railroad tracks is also appropriate for single family residential uses.

Light Industrial

The recommended industrial use in Ettrick is the vacant property located adjacent to the existing railroad depot (see Map 1). Typically, light industrial uses are located near residential neighborhoods to provide a transition between residential uses and more intense commercial/industrial projects. Due to access problems, the parcel does not lend itself to an optimal use. Industrial sites should be designed to ensure maximum compatibility with, and minimal impact on, existing and future adjacent residential development. Beautification elements such as tree planting need to be initiated to ensure that the adjacent residences are adequately buffered. Some appropriate uses for this area could be: bakery products manufacturing; bottling and canning soft drinks and carbonated water; brooms and brushes manufacturing; cold storage; communication studios and stations (not towers); confectionery and related products -- manufacturing; cosmetics and toiletries (compounding only) manufacturing; costume jewelry manufacturing; electric lighting and wiring manufacturing; industrial and vocational training schools; printing, publishing and allied industries; professional offices.

Planned Transition Area

This land use category is provided specifically to buffer residential neighborhoods from more intense commercial uses. Planned transition areas focus on well-designed, planned, mixed use developments that incorporate natural wooded areas and adequate pedestrian access. Cluster homes and townhouse developments are also logical and appropriate transition uses.

Two areas are recommended for planned transition uses (see Map 1). One location, which consists of approximately 20 acres, is situated north of the newly constructed street and south of the rear parcel lines facing Southlawn Avenue between Woodpecker and Hickory Roads. Appropriate uses for this area could include: a small apartment complex (approximately 7-10 units per acre); small scale offices (approximately two-story and 8,000 square feet); community uses such as a church, daycare, civic lodge, and school; and/or neighborhood services. These uses would provide a logical progression of land uses from intense commercial to lower density residential.

The second area is located west of Chesterfield Avenue between Ettrick Elementary School and the railroad tracks. This area encompasses approximately 35 acres of undeveloped land. Appropriate development of this area would serve

to protect the adjacent residential neighborhood from encroachment of incompatible uses. Transition uses could include multi-family or single family residential or community uses such as a church, etc.

Zoning Concerns

Some uses exist in Ettrick that pose compatibility problems due to their geographical location adjacent to residential neighborhoods. An example consists of six (6) parcels, zoned B-3, located on Randolph Street to the rear of the Fire Station. Although the parcels are currently vacant, the future development potential for B-3 zoning could result in uses inappropriate for the area.

Development Standards

(See Note 1 on page ET1)

Parks, Recreation and Open Space

The provision of a linear park system for passive recreation uses that follows natural floodplains and wetlands is highly desirable. Such an opportunity exists along Old Town Creek which serves as the northwestern boundary of Ettrick (see Map 1). The major purpose of designating Old Town Creek as a linear park is to identify it as environmentally sensitive and to provide for its protection. Although Old Town Creek is located in the 100-year floodplain and cannot be developed, this designation would further preserve this sensitive area for water quality protection and wildlife habitat protection.

Public/Semi-Public

The predominant public use in the study area is Virginia State University which encompasses a significant amount of land (see Map 1). Other semi-public uses, as depicted on Map 1, include a cemetery. These areas are recommended for continued public/semi-public use.

III. PUBLIC FACILITIES

This section identifies facilities and the ability to meet adequate service delivery.

Public Water and Wastewater Systems

The County has hired a utility consultant to evaluate the entire network of water and wastewater systems throughout the County. It is anticipated that an upgrading of parts of the system servicing Ettrick will be suggested as a result of this study.

Stormwater Management Systems

As stated in the technical report, the County Environmental Engineering Department has cited two problem areas in Ettrick that can not be resolved by ordinary maintenance. These areas are depicted on Map 3.

The plan recommends that Problem Area I be resolved by the construction of a storm sewer system along unopened right-of-ways and existing ditches. The majority of the system would involve storm sewer improvements. Staff estimates that over 60 homes would benefit from this improvement.

Plan recommendations for Problem Area II include a storm sewer system that would begin at the rear parcel lines of the lots on the eastern side of Winfree Avenue. Additionally, new roadside ditches and culverts would be necessary. Approximately 35 homes would directly benefit from this project.

Fire Protection

Current fire protection service is expected to handle future growth and continue to meet service delivery standards.

Parks and Recreation


The existing park system for Ettrick, especially with the recent addition of Ettrick Riverside Park, adequately meets citizens' needs. A linear park system of pedestrian trails is recommended along Old Town Creek for passive recreation/conservation use due to environmental constraints for more intensive development.

Schools

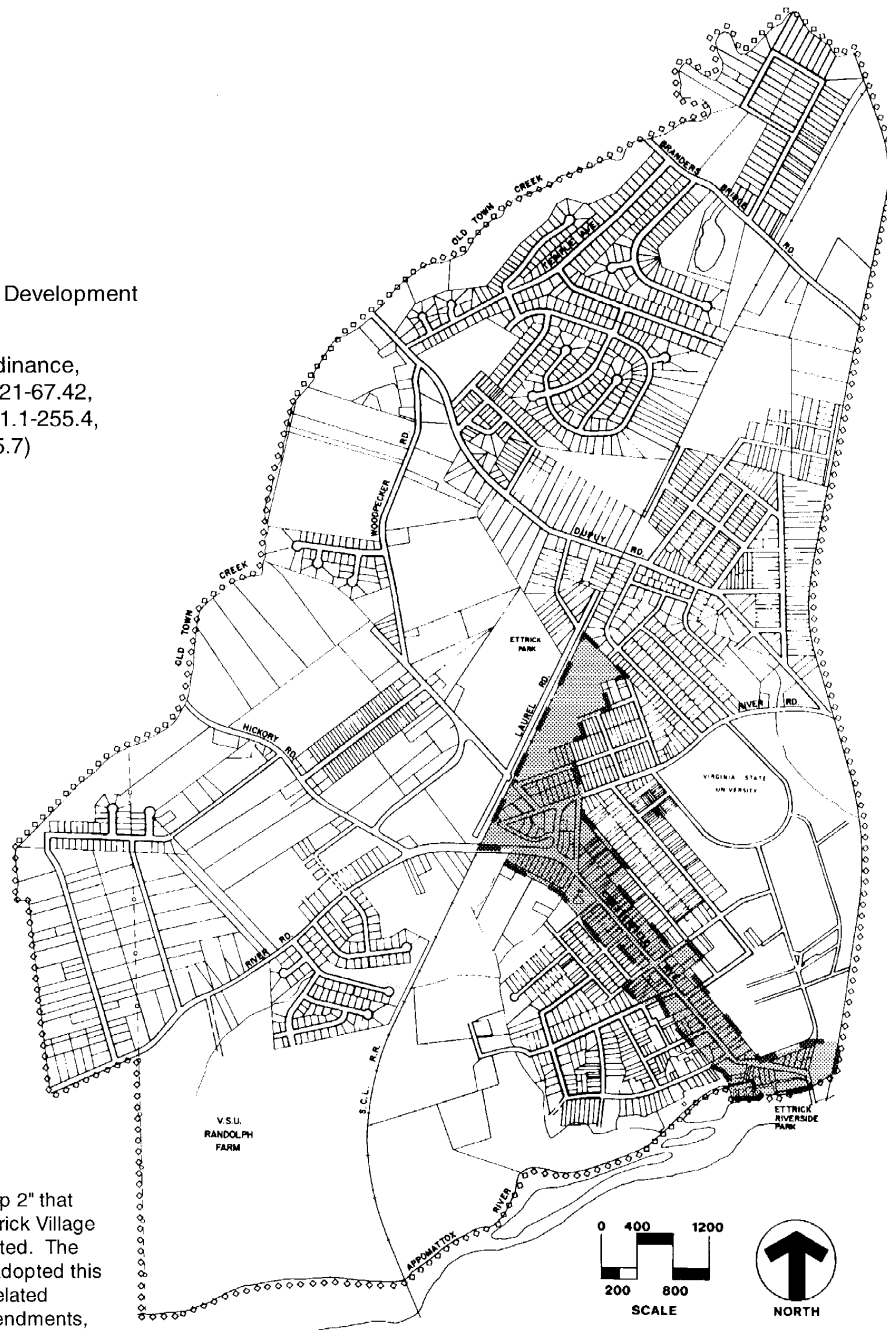
As previously indicated, build-out for Ettrick could provide an additional 1,200 additional residences, which could result in the following additions to school population: 400 elementary school children; 200 middle school students and 264 students at the high school level. The existing middle and high school facilities that serve Ettrick should be able to absorb this additional growth; the elementary level probably could not. As the portion of the Southern Planning Area, located just north of Ettrick develops, especially with the construction of The Highlands, a new elementary school facility will be needed to absorb this growth.

(Map 2)

**ETTRICK
VILLAGE****ETTRICK
BUSINESS CORE****LEGEND**

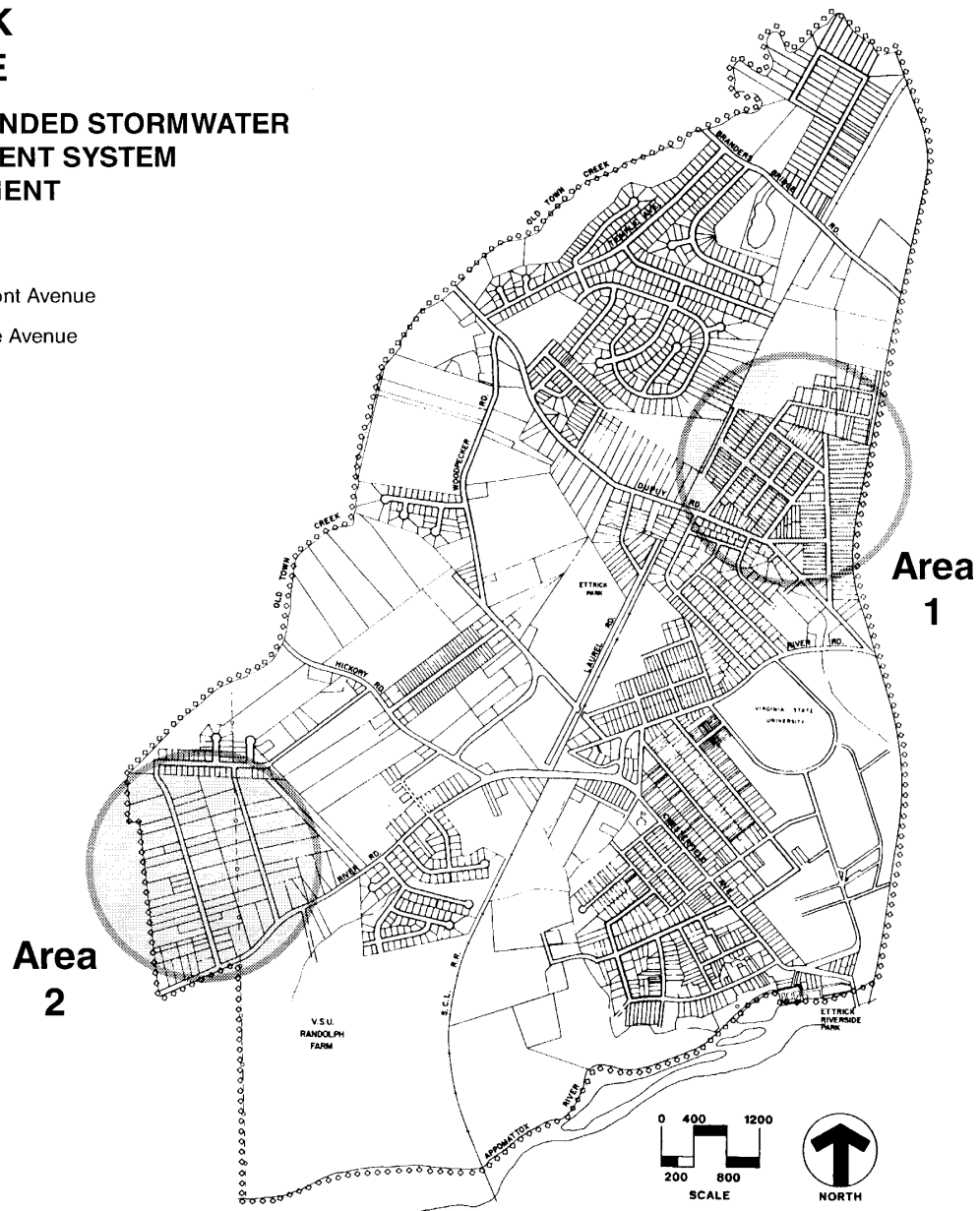
 Area Where Special Development Standards Apply

(Refer to Zoning Ordinance,
Sections: 21-67.26, 21-67.42,
21-64, 21.1-255.2, 21.1-255.4,
21.1-255.5, 21.1-255.7)



Note: This map replaces "Map 2" that was included in the Ettrick Village Plan as originally adopted. The Board of Supervisors adopted this new map, along with related zoning ordinance amendments, on August 25, 1993.

(Map 3)

**ETTRICK
VILLAGE****RECOMMENDED STORMWATER
MANAGEMENT SYSTEM
IMPROVEMENT****LEGEND****Area 1** Piedmont Avenue**Area 2** Winfree Avenue

Library

The Ettrick-Matoaca branch of the Chesterfield County Public Library System is expected to meet future space needs.

Transportation

Several transportation related issues exist that should be reviewed by the County Transportation Department. Citizens have identified the following transportation related needs: street improvements; curb and gutter improvements; and, improved pedestrian circulation pattern. The Transportation Department has been working with citizens and the Virginia Department of Transportation to address these needs.

IV. REVITALIZATION PLAN

The revitalization plan for the village of Ettrick encompasses recommended projects that will aid in enhancing the future of Ettrick. A description of each project is accompanied with specific goals. The recommended projects encompass a variety of activities including business development, a facade improvement project, a beautification project, a housing rehabilitation program, social programs, and a citizen participation recommendation.

Housing Rehabilitation Program

A recommendation of the Ettrick Village Plan is the initiation of a housing rehabilitation program for a designated Ettrick neighborhood. This program would be designed to assist low and moderate income citizens with the upgrading and renovation of their properties.

The benefits of this program will impact the entire community; a rehabilitation program will contribute to higher real estate values. A sound, stable residential neighborhood is the impetus to a thriving commercial area. Additionally, the contributions to Ettrick's aesthetic and physical environment will be noticeable.

Goals

- To stabilize the area's residential housing stock.
- To initiate a housing rehabilitation program.
- To improve the overall aesthetic environment of Ettrick neighborhoods.

Business Development

A major objective of the Plan is to develop a small business strategy for downtown Ettrick. The development of a Business/Property Owners Association will work to utilize public and private investments to stimulate business activity and encourage high quality development.

Goals

- Undertake a market analysis to determine the future market for commercial development in Ettrick.
- Develop a small business development strategy.
- Encourage speciality shops and restaurants to locate in the area to serve the college population.
- Provide County Planning and Economic Development staff support to initiate and aid in the development of a Business and Property Owners Association that will work to stabilize existing businesses and attract new businesses.
- Stimulate the development of Ettrick's commercial/residential base.

Facade Improvement Project

A facade improvement project would work to accentuate the architectural character of an area's older buildings and to create a village area that has a special shopping, working and living environment. The purpose of the facade improvement program is to organize a variety of architectural styles within a unifying visual framework rather than a piecemeal effort. It would result in the upgrading of deteriorating commercial structures and significant contributions to the pedestrian scale environment. The end product results in a cohesive unified village where each building relates to one another.

Goals

- To attract high caliber businesses by coordinating development to enhance property values and protect the public interest.
- Establish a continuous developed pattern along Chesterfield Avenue that serves as primary path of movement to create a coherent, unified village atmosphere.

- New development should be designed to complement the existing architecture.
- Create a positive climate for reinvestment through revitalization and aesthetic improvements that will result in strengthening downtown's market appeal.
- Create a cohesive village atmosphere by strengthening the architectural integrity and design unity of individual facades; by creating storefronts that add interest, activity and comfort to the street environment; by emphasizing compatibility in design, materials and colors to make individual buildings appear as a cohesive unit.

Beautification Program

A beautification program is considered to be an important element of the Ettrick Village Plan. The aesthetic environment is an essential stimulus to development by creating a pleasant environment in which to live and work. The plan would entail tree planting and street furniture: i.e., benches, trash receptacles and light posts, that would create an aesthetically pleasing, pedestrian friendly environment.

Goals

- To discourage the erection of signs and buildings that distract from the physical visual environment.
- To improve the appearance of all public spaces through the maintenance of landscaping and design of all street furniture.
- To initiate tree plantings along major corridors to create a pedestrian friendly environment.
- To plan for extensive tree planting adjacent to specific industrial and commercial uses that encroach on residential areas.
- To contribute to the area's overall physical quality which will facilitate the attraction of quality developments.

Social Programs

Social programs are an important element of a community plan. Through such public programs, the lives of Ettrick citizens can be enriched.

Goals

- To encourage the coordination of human service delivery to Ettrick citizens.

- To encourage adult education and after school programs.
- To research the need of a meeting place for Ettrick citizens.
- Promote volunteerism amongst VSU students as field training in their respective field of study.

Citizen Participation

Citizen participation is crucial to any plan; it is through citizens that plans are successfully implemented. It is the citizens that initiate litter campaigns, crime watch programs and tree planting programs. Additionally, business and property owner groups can do the same for commercial areas that are currently in need of revitalization. Planners can devise land use plans, but the success of such plans depend on interested, active citizens.

Goals

- Encourage active citizen participation that will result in greater civic pride and citizen involvement.
- Initiate programs to reduce and prevent crime in Ettrick.
- Establish litter campaigns to improve the physical and visual environment.
- Encourage citizen participation efforts to improve the overall aesthetic and environmental quality of Ettrick.
- Designate staff personnel to work with citizen and business groups to ensure the ongoing implementation.

V. IMPLEMENTATION

An important aspect of the Plan, the implementation section, targets a proposed action, primary responsibility and suggested schedule for each project recommendation. It is of importance that public and private efforts are coordinated to ensure that these projects are completed and the plan's future vision of Ettrick becomes a reality.

IMPLEMENTATION PLAN

RECOMMENDATIONS	PROPOSED ACTION	PRIMARY RESPONSIBILITY	SCHEDULE
-----------------	-----------------	------------------------	----------

CITIZEN PARTICIPATION IMPLEMENTATION SCHEDULE

To foster citizen participation that will result in the implementation of the Ettrick Village Plan.	To organize a neighborhood that will initiate litter campaigns, crime watch programs, tree planting projects, etc.	Ettrick Citizens group	On-going
	To organize a business/property owners' organization that will be instrumental in maintaining Ettrick's commercial area as well as effort to attract new business.	Ettrick Business/ Property Owners Economic Development/ Planning Department	FY 1991
	Develop a public information, newsletter for media, civic groups, schools, etc.	Ettrick Citizens	FY 1991

BUSINESS DEVELOPMENT IMPLEMENTATION SCHEDULE

Promote development of existing and new businesses.	Stimulate high quality development.	Economic Dev. Planning Department	On-going
	Continue to support the Business and Technology Center located at VSU	Economic Dev. County Planning Department	On-going
	Undertake a market analysis to determine the future market for commercial development in Ettrick.	Economic Dev. County Planning Department	FY 1992
	Develop a small business development strategy.	Economic Dev. Business and Property Owners Group	FY 1993

BEAUTIFICATION PROGRAM IMPLEMENTATION SCHEDULE

Encourage improvements to existing commercial areas.	Initiate a beautification plan for commercial areas in Ettrick.	Planning Department	FY1992
	Use of street furniture to enhance the visual	County Planning Department	FY 1993

RECOMMENDATIONS PROPOSED ACTION PRIMARY RESPONSIBILITY SCHEDULE

BEAUTIFICATION PROGRAM IMPLEMENTATION SCHEDULE

Landscaping and tree planting along commercial corridors.	County Planning Department/ County Horticulturalist	FY 1993
Zoning Ord. revision for Village Overlay District.	County Planning Department	FY 1991
Seek improvements to existing businesses such as upgrading landscaping, improved signage.	County Planning Department	FY 1993

HOUSING REHABILITATION IMPLEMENTATION SCHEDULE

Enhanc. of Ettrick's quality as a residential community.	Initiate a housing rehabilitation program. for low-moderate income residents.	County Housing Office	FY 1992
--	---	-----------------------	---------

FACADE IMPROVEMENT IMPLEMENTATION SCHEDULE

Develop standards for store-front designs and signage.	Develop a facade improvement program.	County Planning Department	FY 1993
	Develop standards of compatible area signage.	County Planning Department	FY 1993
	Develop standards for compatible store-front designs to establish precedent for future development.	County Planning Department	FY 1993
	Explore possibility of setting up a program for the improvement of store-fronts.	County Planning Department	FY 1994

SOCIAL PROGRAMS IMPLEMENTATION SCHEDULE

To encourage social programs that will enrich the lives of Ettrick citizens and that will foster a sense of community.	Promote volunteerism amongst VSU students through Greek Fraternal organizations, professional organizations, etc.	Civic groups, VSU liaison.	On-going
	Encourage and promote adult education programs and after-school programs	County Mental Health/ Mental Retardation Services	On-going